

## Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Stations Employment Unit that is comprised of the following station(s):

**WHPI-FM, WWCT-FM, WPIA-FM, WZPN-FM**

and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning **August 1, 2019 – July 31, 2020** the “Applicable Period.”

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of full-time vacancies filled by the Station (s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 7302080 (c) (1) (ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 7302080(c)(2) of the FCC rules.

Appendices 1, 2 and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For the purpose of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from **August 1, 2019 – July 31, 2020**

Station(s) Comprising Stations Employment Unit: **Advanced Media Partners, LLC – Peoria, IL**

Section 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hiree	Total Number of Interviewees From all Sources for this Position
1	Account Executive	Online Ad	8
2	Promotions Assistant	Online Ad	10
3	Social Media Director	Online Ad	9
4			
5			

Total Number of Persons Interviewed During Applicable Period: 27

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Station(s) Comprising Station Employment Unit: **Advanced Media Partners, LLC – Peoria, IL**

Section 2: Recruitment Source Information

(i)Recruitment Source	Total Number of Interviewees this Source Has Provided During This Period (If Any)	Full-time Positions for which this Source was Utilized	Did Recruitment Source Request Notification (Yes or No)
Station Group Website Advanced Media Partners	7	2	Yes
In-House Posting Advanced Media Partners	0	2	Yes
Reference Advanced Media Partners	0	2	Yes
Neighborhood House Nina Williams 1020 S. Matthew Peoria, IL 61605	0	2	No
Tri-County Peoria Urban League Annie Gordan 317 S. MacArthur Hwy Peoria, IL 61605	0	2	No
Bradley University Smith Career Center 1501 W. Bradley Peoria, IL 61606	6	2	Yes
IL Dept of Rehabilitation Denice Baldin 2970 Court Pekin, IL 61554	0	2	Yes
Dept IL Employment Security Ralph Miller 406 Elm Peoria, IL 61605	0	2	No

ICC Placement Office One College Drive East Peoria, IL 61611	0	2	Yes
Central IL Agency on Aging Jackie Rieck 700 Hamilton Boulevard Peoria, IL 61603	0	2	Yes
City of Peoria Career Services Raquel Thornton 1 Tech Plaza 211 Fulton, Suite 300 Peoria, IL 61603	0	2	Yes
Midstate College Krystal Hansen 411 W. Northmoor Road Peoria, IL 61614	0	2	Yes
Eureka College Shari Rich 300 E. College Avenue Eureka, IL 61530	0	2	Yes
Western Illinois University Karen Hunt 1 University Circle 105 Sherman Hall Macomb, IL 61455	0	2	Yes
Northern IL Cntr for Black Studies 105 Normal Road Dekalb, IL 60115	0	2	No
Illinois Wesleyan College 1312 N. Park Bloomington, IL 61702	0	2	Yes
Illinois State University Joe Miller Box 2520 Normal, IL 61790	0	2	No
Journalism Placement Office 119 Gregory Hall Urbana, IL 61801	0	2	Yes
Milikin University Pam Rainey 1184 W. Main Street Decatur, IL 62522	0	2	Yes

Richland Community College Kathy Sorenson One College Park Decatur, IL 62526	0	2	No
Parkland College Sandy Spencer 2400 W. Bradley Avenue Champaign, IL 61821	0	2	Yes
Illinois Center for Broadcasting Bob Hillman 601 South LaSalle Chicago, IL 60605	0	2	Yes
University of Illinois Lavonne Nouaofski 620 E. John, Room 250 Champaign, IL 61820	0	2	No
NAACP Donald Jackson P.O. Box 6002 Peoria, IL 61601	0	2	No
Peoria Journal Star Nicole Snyder-Garrison 1 News Plaza Peoria, IL 61643	0	2	No
Heartland Community College Pamela Westerdahl 1500 W. Raab Road Normal, IL 61761	0	2	Yes
Northwestern University 1845 Sheridan Road Evanston, IL 60208	0	2	No
Goodwill Industries Bruce Meiz 2319 E. War Memorial Peoria, IL 61614	0	2	Yes
Southern Illinois University Beverly Robbins Mail Code 4703 Carbondale, IL 62901	0	2	No
Eastern Illinois University Career Services 1301 Human Services Charleston, IL 61920	0	2	No
Illinois Employment Services Michelle 207 E. Hamilton Bloomington, IL 61704	0	2	No

Intercultural Program & Services Campus Box 2520 Normal, IL 61790-5800	0	2	Yes
ISU Minority Academic Center Campus Religious Center 210 W. Mulberry Normal, IL 61761	0	2	Yes
Journalism Placement Office 119 Gregory Hall 910 S. Wright Street Urbana, IL 61801	0	2	Yes
NIU Career Plan & Placement Kathy Zuidend DeKalb, IL 60115	0	2	Yes
Urban League of Champaign Cty 17 Taylor Street Champaign, IL 61820	0	2	Yes
All Access Online Resource	0	0	Yes
Linked In Online Resource	5	2	Yes
Job Fair	4	2	Yes
InDeed Online Resource	11	2	Yes

Appendix 3 to

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Covering the Period from August 1, 2019 – July 31, 2020

Station(s) Comprising Station Employment Unit: **Advanced Media Partners, LLC – Peoria, IL**

Section 3: Supplemental (Non – Vacancy Specific) recruitment Activities Undertaken by:  
**Advanced Media Partners, LLC – Peoria, IL**

**Internship Program:** For every semester (Fall, Spring and Summer sessions), WHPI-FM, WWCT-FM, WPIA-FM and WZPN-FM participate in an extensive internship program in our various departments. We recruited interns through Illinois Central College, Bradley University and Illinois State University. Minority placement departments were made aware of the program. In our sales internship, we teach students the backbone of how to sell radio advertising and the process involved. This ranges from data entry to actually attending a sales call with one of our account executives. In our promotions department, our interns learn the various marketing strategies like guerilla marketing techniques and learn every aspect of how to set up a remote broadcast. The programming interns assist our producers with our local live shows with running the mixer/control board, producing promotional commercials and other technical duties. The business interns assist in trafficking of commercials, non-profit involvement within our community, filing and other organizational duties.

**Job Fairs:** Advanced Media Partners participated in the Bradley University job fair on Thursday, September 19, 2019 and February 20, 2020 to solicit resumes for all open positions, as well as educate attendees on careers in radio.

**Career Days:** The station group participated with local high schools in job-shadowing projects during the year. The participants shadowed various sales, marketing, promotions and on-air positions within the radio station to gain more insight into the many possibilities of employment within the broadcast industry. The station group found that the job-shadowing experience led high school seniors and their advisors to make more informed choices about their plans for higher education and employment in the broadcast industry.

**Establishment of Training Programs:** Weekly sales training meetings are held by the General Manager and/or Sales Manager. On at least a monthly basis, a sales and management training meeting is held as well. This is designed to enable our current personnel to acquire skills that could qualify them for higher level positions.